

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application: Hee-Kyung LEE et al.] Art Unit: 2444
Serial No: 10/573,536] Ex.: Bengzon, Greg C.
Filed: March 27, 2006]
For: PACKAGE METAMEDIA AND TARGETING/SYNCHRONIZATION
SERVICE PROVIDING SYSTEM USING THE SAME

AMENDMENT UNDER 37 CFR 1.111

Mail Stop Amendment
The Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

Sir:

In response to the office action dated September 29, 2010, the applicant submits the following responsive amendment in the above-identified application. This amendment is considered to place the application in better condition for allowance. No fee is believed to be required with this amendment, but, if this is not the case, please charge the requisite fee (or credit any overpayment) to Deposit Account No. 12-0400.

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.